Sociological study of the role of the media in representing the effects of poverty in society and attracting donors

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Introduction:

Without the media being positioned in a specific way and serving as a model for development in all spheres—economic, cultural, and social—no change or progress can occur in society. In actuality, the media system reflects the place of the communication system within a society's political system, which is impacted by its members' various needs and desires, its unique experiences, its political and social structure, and its social control system. As a result, the media plays a part in all societies. The media's portrayal of poverty appears to have been stereotyped, and it hasn't done much to represent and elevate the voices of the impoverished. Nonetheless, the media can effectively alleviate poverty by considering the dual roles of educating and fostering social cohesion in reaction to the surroundings. By covering poverty from various perspectives, the media can paint a diverse picture of poverty and the impoverished in society, blame one party for it, or portray them as one of the social interest groups with expectations and demands. Even though there have been independent studies on the value of looking at poverty in the media from the audience's and the public's point of view, these programs still make up a relatively small portion of all mainstream media programs. Of course, the fact that media owners are uninterested in tales about poverty may be one of the factors contributing to the current state of affairs, as these subjects run counter to the commercial ethos that controls the media. This institution's primary responsibility is to prepare and produce a variety of cultural, artistic, social, and economic programs that deal with poverty portrayal and donor attraction. These programs are highly successful on their own. In this context, the current study investigates the sociological function of the media in drawing donors and portraying the social impacts of poverty.

The main philosophy of promoting a culture of sound and charitable behavior is to prevent the spread of poverty and harm to the weakest segments of society because poverty is one of the main factors that destroy all societies. Economic poverty is the basis for psychological, cultural, social, and spiritual poverty in society, which, as it spreads, will lead to the growth of deficiencies and the violation of moral values. On the other hand, today, with the advancement of technology and the fulfillment of past needs, good deeds and charity have been added to the scope of new needs, and countries are inevitably seeking to respond and fulfill these needs to achieve an ideal society with an emphasis on increasing development as a concept for the highest level of their lives. To achieve development, various patterns, theories, and models have been proposed, the most important of which is the promotion of endowments, good deeds, and charity to meet society's needs. Endowments are one of the best and most lasting manifestations of good deeds and charity to the people, serving fellow human beings and contributing to the interests of society, and regulating cultural, social and economic affairs. Non-governmental organizations, as a complement to the government

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sector, have a unique position in achieving development goals and encompass various activities and different areas of politics, culture, religion, economy, environment, social affairs, combating poverty, etc.

Methodology:

Research Method: The research method used in this study is the mixed exploratory research method. Therefore, the qualitative research method and the grounded theory strategy have been used to achieve the dimensions and components of representation. In the qualitative dimension, to identify the appropriate pattern of poverty representation, after examining and studying the relevant theoretical foundations, indicators, dimensions, and items suitable for measuring and presenting the appropriate representation model, an attempt was made to obtain a comprehensive picture of the components and indicators of poverty through the Delphi method and interviews with experts in the field of media, economic experts and benefactors of Fars Province, the Fars Province Relief Committee, Fars Central Radio and Television, news agencies and virtual media. The sampling method in the qualitative part is theoretical sampling, which was determined using the saturation principle of 35 people. This method collected the necessary information based on in-depth semi-structured interviews with the participants and then coded. The research method in the quantitative part is the descriptive survey type. Initial interviews were conducted with the target population. We provide a questionnaire to measure the concepts gathered from the interviews in a population. The sample included 384 people. Confirmatory factor analysis was used to check the questionnaire's content validity from the professors' perspective and the construct validity. Cronbach's alpha was also used to check the reliability, which was calculated to be 0.76 for the entire questionnaire. Finally, the data obtained from the questionnaires were processed using EXPERT CHOICE software in the Windows environment, and data analysis was carried out at two levels: description and explanation. Since the present study attempts to develop a poverty representation model, a structural equation model is necessary.

Research findings:

The results obtained for the media's performance in representing the effects of poverty in society and attracting donors were categorized into 52 open codes and five axial codes. Accordingly, the media's performance in representing the effects of poverty in society and attracting donors was categorized into five general categories: representing the causal conditions of poverty in society, representing religiosity and the culture of poverty, representing social capital and poverty, representing attracting donors and institutions and representing the consequences of poverty.

Conclusion:

The results showed that all components of media performance have appropriate factor loadings, and the identified indicators have appropriate explanatory power of media representation.

Keywords: Media, Poverty, Religiosity, Social Capital, Donor